

The Best Phonograph in the World Is Waiting for You at Gimbels

The choice is with you—for not every one will choose the same from these leaders—

The Victrola The Columbia Aeolian Vocalion The Conreid

One Hundred and Thirty-eight Styles and Finishes
\$22.50 to \$2100

Gimbels { *First in Home Demonstration Service*
First in Separate Record Service
First in Combination Outfit Offers

Victrolas, \$22.50 to \$350 Columbia Grafonolas, \$32.50 to \$250

Aeolian Vocalions, \$70 to \$440 Conreid Talking Machines, \$95

Period and art models at higher prices—to perfectly become any surroundings.

Time has passed when any store quite dare say any one talking machine is "the best in the world," but it is possible to choose a very small group that will embrace the best—and we have named them. The privilege of final choice is yours.

The talking machine has reached great heights—it seems more than merely to reproduce a voice. It becomes the voice, and—

The Music of the World Is Yours

Like a kindred spirit it fits your moods.

Gimbel Service Is Worth Much and Costs You Nothing

In the purchase of anything the service means a great deal. The service of a great reliable concern covers—

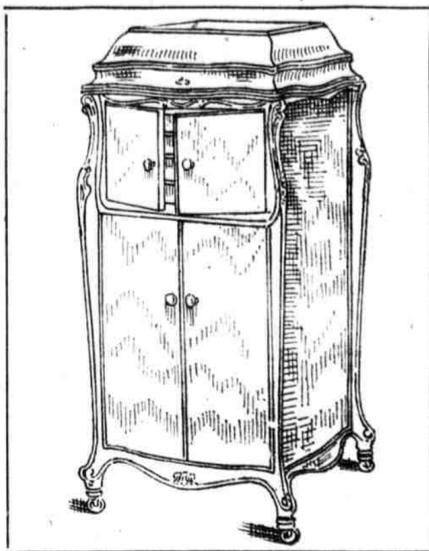
- 1st. Your entire satisfaction—keeping you comfortable under the guarantee of the house.
- 2d. In the purchase of a talking machine, making the instrument serve you better because of the help given to preserve the records and to really get the best out of the machine.

A satisfying collection of RECORDS always—with especial care to have those in highest vogue. Sound-proof rooms, well ventilated, are at your service at all times to try out new records and save you from inexpedient purchases. A great store never works simply to get your money—but in all cases to so sell an article as to win your regard. You can't impose on Gimbels by asking all kinds of help—we want to give it. That "help" constitutes your advantage in buying Talking Machines and Records here.

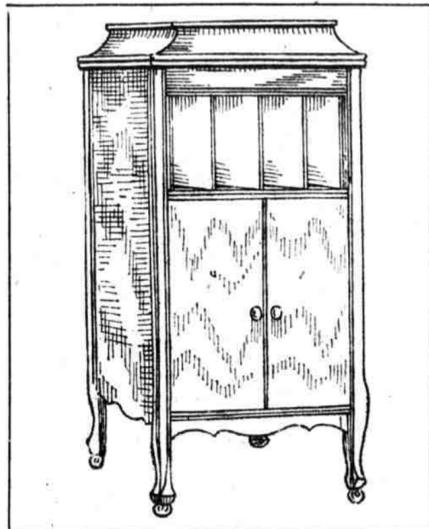
TERMS TO FIT YOUR NEEDS—a mere few dollars monthly will do.

—Seventh Floor

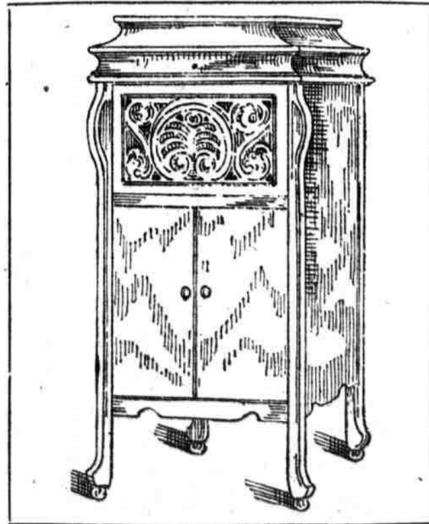
GIMBEL BROTHERS
Market : Chestnut : Eighth and Ninth



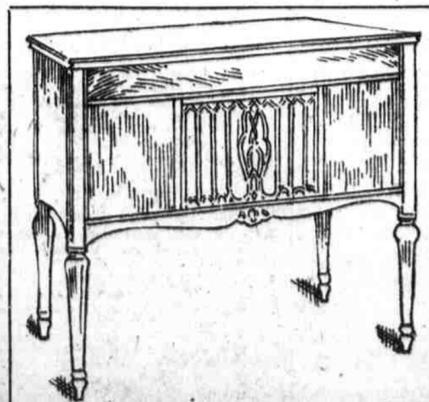
Victrola, Model 17, \$300



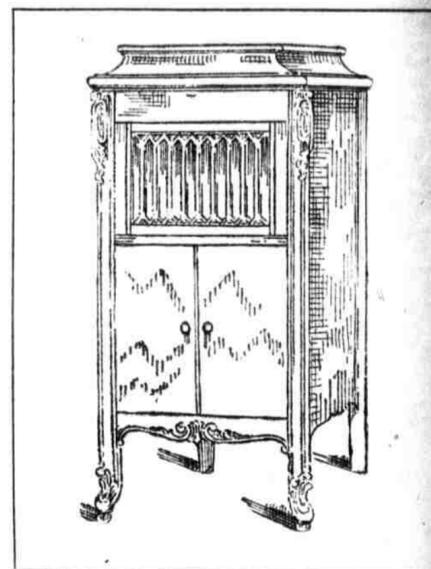
Columbia Grafonola, \$125



Conreid, \$95



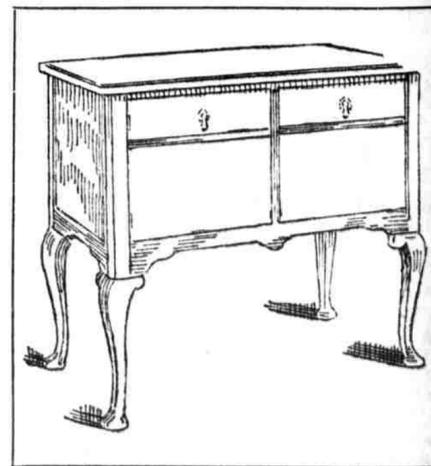
Aeolian Vocalion, \$295



Aeolian Vocalion, \$185



Victrola, Model 18, \$350



Columbia Grafonola, period style, \$250

Gimbel Brothers, Philadelphia
With no cost or obligation to me, please send catalogue and combination terms
on
Talking Machines.
Name
Address

MAIL IN THIS COUPON